



City of Aberdeen, Maryland

City Metrics Report

July 2020

Table of Contents

I. Introduction

Pages 3 - 6

II. Public Safety

Pages 8 - 14

III. Infrastructure

Pages 15 - 21

IV. City Operations

Pages 22 - 29

V. Economic Development

Pages 30-35

VI. Community & Outreach

Pages 36 - 44

VII. A Look Ahead

Pages 45 - 52



I. Introduction

Forward from Aberdeen's City Manager

Reader,

This is a report of the City of Aberdeen's latest performance measures for our City. As we moved into this new decade, Aberdeen was, by most measures, truly a city on the move, with positive momentum from crime reduction to business creation.

The monumental progress we experienced leading into 2020 took a dramatic turn when the COVID-19 virus reached its peak in March of 2020. This crisis redefined our whole world, with families sheltering in place, businesses shuttering, and community activities grinding to a halt under the weight of a global pandemic.

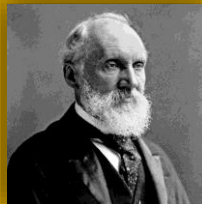
As of June of 2020, our society has begun to make a comeback. And while we are far from over the threats from COVID-19 and its economic impact, Aberdeen has postured itself to return to be a place where individuals want to live, shop, work, and play. The Aberdeen City Council, City Staff and our incredible citizens are actively exploring new and innovative ways to provide world-class services. Whatever the "new norm" will be, we want Aberdeen at the forefront.

It has been said that those things that are important are those that we measure. This presentation represents some of the most notable and meaningful statistics that quantify the breadth of a thriving community. We hope that you find this "snapshot" an invaluable reflection of our proud past and useful tool for measuring our promising future.

Very Respectfully,



Randy Robertson
City Manager, Aberdeen MD



"When you cannot measure it, when you cannot express it in numbers, your knowledge is of a meagre and unsatisfactory kind."

Sir William Thomson Kelvin, 1891
British Mathematical Physicist and Engineer

Historic By Any Measure

Aberdeen's Achievements at a Glance

3 Years

Aberdeen Recognized as one of the Top Ten Safest Cities in MD (pg.9)

\$

UP TO

200

Thousand

Projected investment in Water Infrastructure through HdG Water Agreement (pg.52)

\$

100

Million

Capital Investments for the new Upper Chesapeake Medical Campus (pg.46)

104

Community Events in Aberdeen in 2019 (pg.39)

+

55

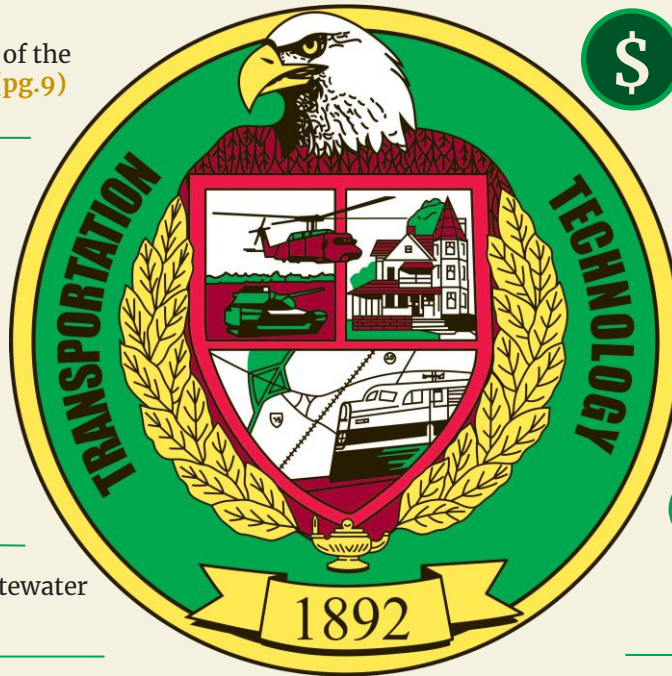
Businesses Opened in Aberdeen in the last 3 years (pg.31)

\$

OVER 104

Million

Investments in Residential & Commercial properties in less than 4 years (pg.32)



#1

First and only municipality in Harford County with a CALEA certified Police Department (pg. 11)

\$

9

Million

Renovations to the Aberdeen Fire Department (pg.14)

12

%

Aberdeen-Maintained Roadways Repaved in 2019 (pg.16)

0

Permit Violations at Wastewater Treatment Plant (pg.19)

\$

19.5

Million

Value of new city-operated APG Water Treatment Facility (pg.20)

101

City Employees

City of Aberdeen Employees with 5+ Years of Service (pg.25)

14 **+**

GFOA Awards

The highest recognition in government accounting & financial reporting (pg.26)

\$

2.3

Million

Budget Reductions in FY2021 due to the COVID-19 (pg.27)

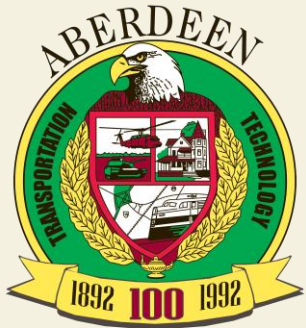
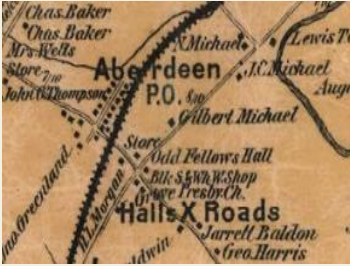
200 **+**

Phishing Attempts

Thwarted per month through IT security (pg.25)

Feature: A Look Back to Aberdeen's Past

Aberdeen past is full of progressive, incremental growth and development. This timeline briefly highlights some of the major moments in our history!



1892

Aberdeen becomes an incorporated township, known for rural farming, duck hunting and the canning industry.

1917

The Aberdeen Proving Ground (APG) is established during World War I.

1939-1963

Slow, progressive growth continues in Aberdeen as America fights through World War II and into the Vietnam War.

1964

Aberdeen gains interconnectivity with the East Coast when Section 200 of Interstate -95 is completed.

1992

Aberdeen is incorporated as a City 100 years after the township is founded.

1994

The Frito-Lay manufacturing facility opens in Aberdeen.

2005

BRAC transitions APG's focus to research and development.

2010

U.S. Army Ordinance School relocates and APG gains high tech civilian staff.

2018

UMD Upper Cheseapeake Medical Campus announces new Aberdeen Medical Campus.



BEFORE YOU READ

Unless otherwise stated, the 2020 Metrics illustrated in this presentation reflect a time period **between the beginning of January and the end of May**. At the time this presentation was prepared, the City of Aberdeen (and the world) was still dealing with the COVID-19 pandemic and its implications for the future.

Throughout this presentation, you will see a  reminder icon that the numbers for 2020 are from January to the end of May.



II. Public Safety

Top 10 Safest City in Maryland

The City of Aberdeen is well-known as one of the safest cities in the region. For the last three years, the National Council for Home Safety and Security has recognized Aberdeen among the top ten safest places in Maryland.



Whether you visit for work, play, or to call our City home, Aberdeen continues to be a safe place to be!


Law Enforcement in Aberdeen

Keeping Aberdeen one of the safest cities in Maryland requires a robust law enforcement agency capable of meeting the various needs of its residents. Whether patrolling a neighborhood, answering a call for service, or participating in a community event, the Aberdeen Police Department is a present, positive force for good.

Part I Crimes By the Numbers

Part I Crimes are defined by the FBI as serious crimes that regularly occur and often reported.

NOTE: Smaller green number in parentheses (#) indicates number of those crimes that were cleared.

	2018	2019	2020 
Homicide	0 (0)	0 (0)	0 (0)
Rape	6 (4)	8 (8)	2 (1)
Robbery	23 (18)	28 (20)	10 (8)
Aggravated Assault	81 (49)	84 (66)	29 (17)
Burglary	48 (20)	60 (22)	16 (5)
Theft	254 (99)	253 (75)	85 (25)
M/V Theft	11 (1)	11 (0)	17 (10)
GRAND TOTAL	423 (191)	444 (191)	159 (66)

Overdose/OD Fatality Comparisons

NOTE: Smaller red number in parentheses (#) indicates number of fatalities.

	2018	2019	2020 
Aberdeen	39 (6)	37 (7)	16 (7)
Harford County	569 (86)	438 (52)	141 (17)

While overdoses throughout the County are on a downward trajectory, Aberdeen, despite being Harford's largest municipality, contributes only a small portion of the total number of overdoses.

Homelessness

The City of Aberdeen has seen a dramatic decrease in homelessness over the past several years.

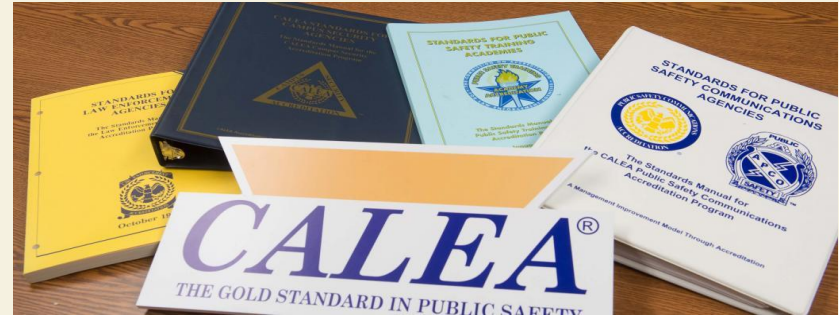
Note that, due to COVID-19, the exact statistics for homelessness are unavailable due to the closure of the Harford County Department of Community Services.

CALEA Certification

Since 2015, the Aberdeen Police Department has been accredited with CALEA, or the Commission on Accreditation for Law Enforcement Agencies. Complying with CALEA Standards requires an agency to produce well-written policies and practices demonstrating the policies are being followed and maintain compliance every year. In 2019, APD was recertified by CALEA.

CALEA Certified Agencies

Harford County	Maryland	United States
1	35	883



The Aberdeen Police Department employs a full-time CALEA Accreditation Manager who oversees compliance with CALEA standards and develops new policies and procedures to ensure that APD remains compliant for years to come.

The Aberdeen Police Department is proud to be the only CALEA-certified agency in Harford County. This high standard of policing ensure residents receive the same high-quality of service regardless of which officer is sent to aid them.

APD Camera Systems

Late 2019, the Aberdeen Police Department became the first law enforcement agency in Harford County to issue body-worn cameras to all patrol officers. Body-worn cameras record audio and video actions of an officer as they serve the citizens of Aberdeen. Agencies that have implemented a body-worn camera program have experienced a reduction in the number of citizen complaints received on a yearly basis.



In-Car Cameras

All patrol vehicles were retrofitted with In-Car Cameras and fully operational in 2019. This tool, much like the body-worn cameras, records police interactions with residents.

Number of Body-Worn Camera Videos

Aug 26, 2019 – Dec 31, 2019

Jan 1, 2020 – May 31, 2020

8,473

9,580

These values are the result of footage produced by 42 different officers.



APD Police Vehicle Fleet

The Aberdeen Police Department deploys a diverse, top-of-the-line fleet to efficiently answer calls for service. Because of the nature of mobile policing, Aberdeen must frequently rotate out vehicles that are no longer viable. In 2018, the Aberdeen Police Department became the very first in Harford County to transition towards a vehicle leasing platform to replace aging vehicles in the fleet and to ensure that each officer was provided safe, fuel-efficient vehicles to operate.

48

Vehicles in the APD Fleet

23

Vehicles 1-3 Years Old

15

Vehicles 4-9 Years Old

10

10+ Years Old

10

Average Years of Life for Each Vehicle

In 2019, nine Crown Victoria's were decommissioned due to a rusted undercarriage. A contributing factor to the degradation of a cruiser over time is that Aberdeen, which is located on the East Coast, experiences a varying climate and is exposed to salt-treated roadways during the winter months. This can cause undercarriage rusting which results in a shorter service life.

Vehicle Expenses By the Numbers

	2018	2019	2020 ⚠
Maintenance Cost	\$92,294	\$83,557	\$115,376
Fuel Cost	\$89,631	\$92,949	\$75,396



Aberdeen Fire Department

With a colorful history dating back as far as 1889, the Aberdeen Fire Department is a robust, 79-person emergency response team employing a mix of volunteer and career professionals with a passion for protecting and serving the Aberdeen community.

4/9
ISO Rating

An ISO (Insurance Services Office) rating is based upon how well-equipped a fire department is to put out fires. The number is out of ten, with a lower score being the best. Note that the Aberdeen Fire Department has a dual ISO rating, which takes into consideration fire station distances from certain areas as well as water supply capabilities in rural areas.

Calls for Emergency Services By the Numbers

NOTE: Smaller red number in parentheses (#) indicates confirmed building fires (Code 111) according to the National Fire Response Reporting System.

	2018	2019	2020 (Jan 1 – June 15)
Fire	937 (38)	973 (33)	428 (18)
EMS	3,620	3,381	1,388
GRAND TOTAL	4,557	4,354	1,816

Due to COVID-19, the Aberdeen Fire Department experienced a decrease in call volume, which accounts for the lower calls for service. Additionally, the decrease in EMS calls from 2018 to 2019 is likely due to Harford County operating their second medic unit in Perryman during this timeframe.



In October 2019, the Aberdeen Fire Department broke ground for their \$9 Million Dollar renovations to their nearly fifty-year-old facility. These renovations will greatly enhance efficiency in providing emergency services. As our City grows, our emergency services must be prepared to meet current and future demands.



Pictured Above: Conceptual Design of the renovated Aberdeen Fire Department, located on Franklin Street.



III.

Infrastructure

Roads and Sidewalks

Municipal roadways and sidewalks are one of the most-used city services provided to our residents and visitors. Frequent travel to and from our community can wear on existing surfaces and require them to be patched, sanded or even repaved. As our city grows, so too will the need for additional roadways and pedestrian walkways to streamline commuting options.

Roads By the Numbers

72.6 Miles of Roadway in Aberdeen

58.3 Miles
Maintained by Aberdeen

0.7 Miles
Maintained by County

11.2 Miles
Maintained by State

Roadwork By the Numbers

	2018	2019
Blacktop Patches	78	58
Potholes Filled	357	327
New Street Signs Installed	125	98
Miles of Roadway Snow Plowed	4,108.2	5,418
6.97 Miles (~12%) of City Maintained Roads Repaved in 2019		



In January 2020, the City of Aberdeen (in partnership with BGE) installed 13 electric vehicle (EV) charging stations at Festival Park and Ripken Stadium. This initiative, which came at zero cost to the City, demonstrates Aberdeen's commitment to a greener tomorrow!

Sidewalks By the Numbers

	2018	2019
New Sidewalks Installed (Linear Ft)	1,085'	438'
Trip Hazards Removed	444	357
2,354 ft of Sidewalk Replaced in 2019		

Note that these numbers reflect consistent, routine maintenance of our public roadways and sidewalks.

Feature: Middleton Road Extension

Extending Middleton Road was first conceptualized back in the 1969 Major Thoroughfare Plan. Since that time, the project was discussed but otherwise remained stagnant. In 2016, the extension initiative was reinvigorated by City Leadership and construction began in 2019. The completed roadway was finished on time and on budget, thanks in part to the public-private partnership of local business leaders. Since it's completion, Middleton Road has become a key commuter route and is poised to propagate new construction opportunities for years to come!



An aerial photograph of Aberdeen's first ever roundabout at the new intersection of Middleton Road and Beards Hill Road.



Construction Photographs from 2019

50

Years in the Making

3

Months of Design

82

Days of Construction



Aberdeen City Leadership celebrate the opening of Middleton Road with a Ribbon Cutting Ceremony on October 3, 2019.

Feature: State Route 22 Road Improvements

State Route 22, locally known as the Aberdeen Thruway, is one of the City's largest east-west thoroughfares and offers direct access to I-95. As early as 1909, plans for improving this thoroughfare were discussed and a relocation began in 1967 and ended in 1969. In 2015, the State Highway Administration began work to improve the Aberdeen section of Route 22, which included the widening of the roadway and installation of sound barriers along residential areas. These improvements were meant to enhance safety, improve traffic flow, and increase capacity to accommodate residential and commercial growth resulting from the Army's Base Realignment and Closure initiative (BRAC).



Aerial Photograph of Route 22 (Aberdeen Thruway) near the intersection of Beards Hill Road.



Featured to the left is a Route 22 construction photograph from 2018. Note that the pictured highway noise barriers, installed along Route 22 between Beards Hill Road and the APG North Gate, are the first of its kind in Harford County. These walls were erected to dampen the noise pollution in the nearby residential areas.

While the improvements to State Route 22 were designed to accommodate projected growth from BRAC, the improvements have also facilitated new residential and business growth in our community. By enhancing the commuting experience and sustaining a higher volume of traffic, the Aberdeen Thruway has allowed Aberdeen to poise itself for smart, methodical growth in the years to come.

Water and Wastewater



Water Towers	
Swan Meadows 250,000 Gallon Capacity	Hillcrest 250,000 Gallon Capacity
Krouse 250,000 Gallon Capacity	Northeast 400,000 Gallon Capacity

Water By the Numbers		
	2018	2019
Water Requests Answered	1,406	884
Water Leaks/Repairs	87	135
Water Meters Replaced	511	126

Culminating in 2018, the City Water Meter System was successfully converted to state-of-the-art Neptune R900i E-Coder Meters for residential users, which provides more accurate consumption tracking and leak detection

21,900 Process Control Tests Ran at the Wastewater Treatment Plant (2019)	15,016 Process Control Tests Ran at the City Water Plant and Distribution System (2019)	214 Routine Bacteriological Tests Ran to Ensure Safe Drinking Water (2019)
---	---	--

ZERO (0)
Permit Violations

Wastewater By the Numbers		
(MG = Millions of Gallons)	2018	2019
Wastewater Successfully Treated & Released into Chesapeake Bay	684 MG	737 MG
Water Treated in City's Well Field	275 MG	332 MG

In 2018, the City of Aberdeen Wastewater Treatment Plant received a \$120,000 grant for meeting and exceeding the enhanced nutrient removal (ENR) goals in the plant.

Feature: APG Water Treatment Plant (BLDG 250)

In January 2020, the City of Aberdeen saw the conclusion of a joint, multi-year venture with the Aberdeen Proving Ground to renovate Building 250, a water treatment plant located at APG North. This state-of-the-art facility, the first of its kind in the Delmarva region, utilizes pressure filtration with pre and post chemical additions to provide APG with the freshest water from the deepest, purist aquifer in the Plum Point Loop region. Under the Water Privatization Contract, the City of Aberdeen is responsible for operating and maintaining this facility.



Mayor Patrick McGrady, Councilman Adam Hiob, Councilman Jason Kolligs and City Manager Randy Robertson joined MG Mitchell Kilgo, APG Garrison Commander Colonel Timothy Druell, and APG Garrison CSM Jonathan Uribe-Huitron, celebrate the opening of Building 250 for a Ribbon Cutting Ceremony on March 9, 2020.

The City of Aberdeen has consistently received the highest ratings from the Federal Government for the operation and administration of the Water Treatment and Wastewater services at the Aberdeen Proving Ground.

Building 250 By the Numbers

\$19,500,000

Value of the New Water Treatment Plant

3,000,000

Maximum (Gallons) of Clean Water Produced Daily



Additional Photographs of Building 250 and Adjacent Structures

Refuse and Recycling

In an effort to streamline Aberdeen's refuse collection process and save residents from paying additional fees, the Aberdeen City Council approved (in late 2017) a bold transition away from the "pay as you go" program to a Trash Toter Program. After the program's implementation in July of 2018, the City of Aberdeen has enjoyed two years of improved efficiency in waste collection and reduced safety hazards to City staff.



With over 9,000 uniform trash toters distributed to residents, Aberdeen could now utilize a mechanical lift arm to effortlessly lift containers without risk of injury.

	2018	2019
Refuse Collected	3505 Tons (AVG 292 Tons/Month)	3574 Tons (AVG 298 Tons/Month)
Recycling Collected	959 Tons (AVG 80 Tons/Month)	1087 Tons (AVG 91 Tons/Month)
Cost Avoided To Citizens (Due to Stickers & Dumping Fees)	\$254,000	\$258,000
Due to the COVID-19 pandemic, residents sheltered in place from March to May. Extra time at home and more online shopping, caused an abundant increase in waste collection needs for every home in Aberdeen. Think of it as Christmas morning . . . only every day!		

The City of Aberdeen is currently examining new and innovative changes to refuse and recycling collection that will continue to provide residents the highest quality of service at the most affordable rates possible.



IV. City Operations

The Aberdeen City Council

The City of Aberdeen Council consists of the Mayor and four (4) Council Members, each of which were elected by Aberdeen residents in an open and non-partisan election on November 5, 2019. These five elected officials represent every Aberdeen resident and their needs as we grow and develop as a City.

Council Meetings By the Numbers

2017	2018	2019
22 Council Meetings	23 Council Meetings	23 Council Meetings
6 Special Meetings	2 Special Meetings	5 Special Meetings
24 Council Work Sessions	14 Council Work Sessions	8 Council Work Sessions
21 Closed Meetings	14 Closed Meetings	13 Closed Meetings
1 Council Retreat		1 Council Retreat
OTHER 1 Charter Amendment 15 Ordinances 8 Resolutions 25 Proclamations/Certificates	OTHER 0 Charter Amendment 34 Ordinances 8 Resolutions 15 Proclamations/Certificates	OTHER 1 Charter Amendment 15 Ordinances 14 Resolutions 16 Proclamations/Certificates



Pictured Above: The Aberdeen City Council meets with City Staff members for a Vision and Goals offsite Council Retreat on January 25th, 2020.



These numbers reflect an active and engaged City Council that work diligently for their constituency.

Team Aberdeen

The City of Aberdeen employs talented, self-motivated individuals with various levels experience. Many of the members of “Team Aberdeen” are career professionals with a lifetime of public service in our community.



Pictured Above: Aberdeen City Staff break bread together at the 2019 Holiday Luncheon.

FY16–FY20 Employment Growth

New Positions Created

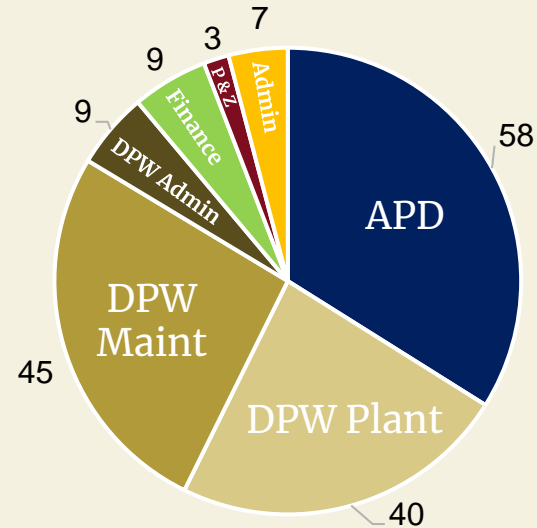
- Billing Clerk (Finance)
- DPW Records Clerk (DPW Admin)
- Police Information Technology Analyst (APD)
- HR Assistant (Admin)
- Procurement Officer (Finance)
- Community Safety Specialist (APD)

Additional Positions Added

- Two School Resource Officers (APD)
- Three Police Communications Officers (APD)
- Six Maintenance Workers (DPW Maint)
- Receptionist (Finance)
- Economic Development Administrative Assistant (Planning)
- Plant Mechanic (DPW Plants)
- Engineer (DPW Admin)
- Police Officer (APD)

The growth of our City has required an increase of City services. Therefore an increase in staffing is needed to maintain an excellent level of service.

FY20 Budgeted Team Composition



City of Aberdeen Employee Retention

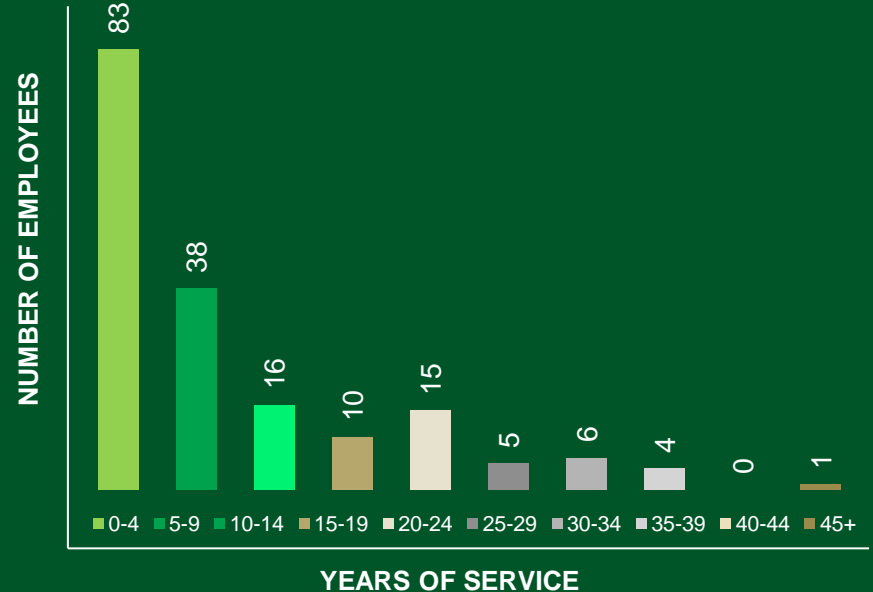
Hiring Incentives

- Retention Bonus: \$1,500 Plant Operators and Environmental Workers (2 years of successful employment)
- Police Officers (Lateral) \$5,000 sign on bonus (3-year commitment – paid within 1st year)
- Employee Referral – \$500 (after 3 months of successful employment)
- City Property Tax Refund



Pictured Above: City Staff honored for their years of service enjoy a breakfast at IHOP.

Employee Years of Service By the Numbers



Of our 178 employees (as of May 2020), over half of them have worked for us for 5 years or more!
This demonstrates that Aberdeen remains a great place to have a career!

City Finances

AA+ Bond Rating

The City of Aberdeen enjoys a bond rating of AA+ from Fitch Ratings and Standard and Poor's Rating Services. The rating reflects the city's debts that are owed are always paid on time, a stable and primarily residential economy, good growth in the local economy, strong financial performance, including a strong level of general fund reserves, and a low to moderate overall net debt burden, coupled with rapid amortization and low debt service carrying charges

State of Maryland Grants Received

\$450,000

For the repaving of the Ripken Stadium parking lot in FY 2014

\$464,000

For the replacement of handrails at Ripken Stadium in FY 2017

\$700,000

For the FY 2018 MARC Station Connectivity Enhancement Project

\$1,500,000

For Ripken Stadium and design work for Aberdeen Aquatics Center in FY 2021

The City has consistently received the Government Finance Officers Association Certificate of Achievement for Excellent Financial Reporting for more than the last fourteen years. The Certificate of Achievement is the highest form of recognition in state and local government accounting and financial reporting.

City of Aberdeen Tax Rates

\$0.64 per \$100

Real Property Tax
Assessed Value

\$1.70 per \$100

Personal Property Tax
Assessed Value

The City's current Tax rates provide about 64% of the General Fund's total revenues and are expected to be maintained and continue to be the main revenue source for the fund for the near future.

The City undergoes an independent audit of its financial statements annually. It has consistently received unmodified (unqualified) opinion. This is the best rating an organization can receive, as the auditors have no reservations concerning the financial statements.



Feature: Comparative City Budget Analysis

Each year, City Staff present a proposed budget for the next Fiscal Year to the Aberdeen City Council. This budget is amended and approved, setting the course for the next twelve months in the City. Below is a comparison of what a balanced budget looks like pre and post COVID-19.

Fiscal Year 2020 Budget (Before COVID-19)



Total Budget: \$19,318,503

Fiscal Year 2021 Budget (After COVID-19)



Total Budget: \$17,042,451

Pictured Above: A comparative graphic of the devastating economical effects of COVID-19, which forced the City of Aberdeen to propose a drastically reduced budget for Fiscal Year 2021, slashing nearly \$2.3 Million dollars in spending, or 11.78%, without a change to taxes.

Aberdeen Capital Purchases

Each year, the City of Aberdeen budgets resources towards fixed assets necessary to operate a municipality. Below you will find a comparison of these assets, known as Capital Purchases, from a pre and post COVID-19 budget perspective.

Fiscal Year 2020 Capital Purchases (Before COVID-19)

\$1,200,000

Purchase of Real Property for the Construction of an Activity Center

\$1,100,000

Street Resurfacing and Sidewalk Repairs

\$185,000

Purchase of a Trash Truck

\$125,000

Purchase of a Dump Truck

\$113,000

Purchase of Police Vehicles

\$750,000

Water Disinfection System

\$300,000

Sewer Main Replacement

\$300,000

Capital Projects at Ripken Stadium

Fiscal Year 2021 Budget (After COVID-19)

\$700,000

Street Resurfacing and Sidewalk Repairs

\$85,000

Purchase of Police Vehicles

\$360,000

Construction of a Water Altitude Valve

\$725,000

Sewer Projects

\$2,100,000

Capital Projects at Ripken Stadium

Capital Purchases for Fiscal Year 2021 reflect a narrower scope compared to the years prior. This reduction is due to COVID-19, which adjusted capital purchases towards a “critical systems” focus, cutting anything that was not absolute mission essential to the operations of Aberdeen.

IT and Cybersecurity

The City of Aberdeen deploys a versatile array of technology to better serve our community. Internally, our robust workstations, centralized network, and team of tech support services ensures that Team Aberdeen is connected with our residents 24/7. With the growing trend of cybercrime against municipal governments, Aberdeen takes every step to prevent would-be hackers from ever gaining access to our systems.

IT By the Numbers



160

Workstations Available to City of Aberdeen Employees

5

Average Years of Life for Each Workstation

20

Average Number of Workstations Replaced per Year

200+

Phishing Attempts Thwarted Weekly (Estimate)

The City of Aberdeen adeptly poised itself for a transition to telework during the 2020 COVID-19 pandemic by proactively upgrading to cloud-based email and server solutions. This allowed for non-essential personnel to work from home without any impact to the services we provide.

In 2017, the City of Aberdeen transitioned to Granicus Software for visual/audio broadcasting and storage of City Meetings.

This conversion saves the City **\$31,500.00** annually.

While technological advances always bring about faster and smarter systems, the City of Aberdeen recognizes the importance of maintaining existing systems and maximizing their usability. This extra initiative saves tax dollars for projects more directly impacting our community and ensures that all employees have viable tech to do their jobs.




V. Economic Development

Business Growth

Over the last decade, the City of Aberdeen has transformed into a bustling hub of commerce, welcoming more and more new businesses each year. With a growing economy, a diverse range of consumers, and competitive financial incentives, there is no doubt as to why business in Aberdeen is on the move!



	2018	2019	2020 
New Businesses	21	28	6
Business Closures	10	9	3

The COVID-19 Pandemic continues to be a challenging time for prospective businesses to invest in a City. At this point in time, we do not know the full extent of COVID-19's economical impact on Aberdeen.


Notable New Businesses



From left to right: Horizon Cinemas (1012 Beards Hill Road), Prost German Restaurant (102 N. Rogers Street), Starbucks (999 Middleton Road), and Lidl Grocery Store (621 S. Philadelphia Boulevard)

Building Permits

A major hallmark of a thriving and prosperous community is the willingness of residents and business owners to invest in the community. Building permits are a vital metric to track the economic growth of Aberdeen.

# OF PERMIT BY TYPE AND \$	YEAR			
	2017	2018	2019	2020 
	Residential (New & Renovated)	224 (\$8,305,286)	186 (\$3,131,938)	170 (\$5,482,028)
	Commercial	85 (\$8,017,446)	81 (\$11,163,966)	96 (\$15,031,855)
	Industrial	8 (\$6,723,565)	1 (\$12,000,000)	10 (\$9,530,000)
	TOTAL	317 (\$23,046,317)	268 (\$26,295,904)	276 (\$30,043,883)

These numbers reflect almost four years of positive investment in our community!

Business Interaction



Over the last few years, the City of Aberdeen has routinely reached out to local businesses in an ongoing effort to provide more interaction between the owner and the city staff. This includes face-to-face contact between business owners and City Leadership we call “Business Visits.”

Business Visits By the Numbers

2018	2019	2020
101	120	25

Between March 26 and May 18, non-essential City services were suspended due to the COVID-19 pandemic. This, paired with numerous businesses mandated to close, has had a profound impact on our ability to conduct Business Visits.

The City of Aberdeen’s Department of Economic Development remains in routine contact with local business leaders. This constant dialogue ensures that our diverse range of businesses have their varied needs met and maximizes their success in our community.

Business Contacts By the Numbers

2018	2019	2020
88	155	800

The COVID-19 pandemic brought significant strain to our local businesses. The extra support these business required from the City are reflected in the 800 times they were contacted in just five months.




The City of Aberdeen prides itself in being an invaluable partner to local business owners by providing individual consultations and services. Such steps are the hallmark of a City that values the investments of its business leaders.

Aberdeen's Main Street Initiative



Like many other older communities, Aberdeen's Downtown Area has been a focal point of challenges and concerns. As businesses moved to the peripheries of our city for over 30 years, City Leaders conversed, strategized and executed plans for downtown growth and renewal. On March 17, 2020, the City of Aberdeen's diligent revitalization efforts were recognized by the State of Maryland when it was granted the prestigious Main Street Maryland designation for West Bel Air Avenue. With this acknowledgement at the state level, we continue to invest in our traditional downtown area to create an active hub for small businesses and entrepreneurs where they may flourish.

Main Street By the Numbers

	2019	2020 
New Businesses	4	3
Business Closures	2	0
Contact: Current Businesses	155	169
Contact: Potential Businesses	87	111
Events Hosted	10	1



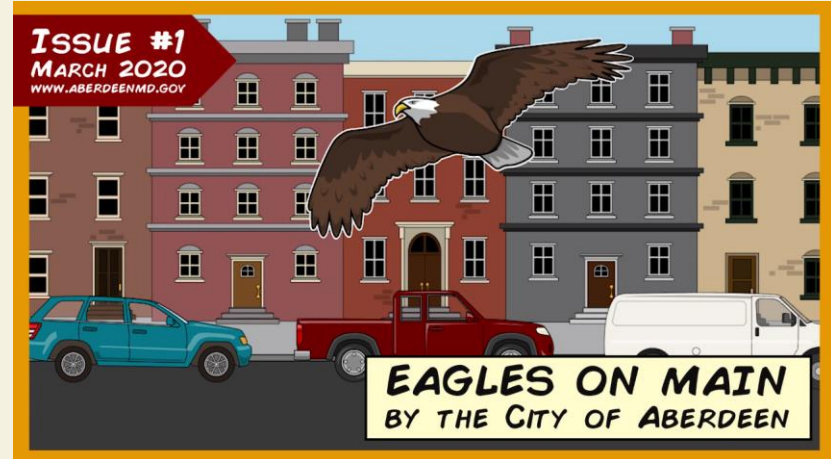
The Aberdeen Downtown Alliance and the Department of Economic Development have been active in the revitalization of Aberdeen's Downtown Area, with an unprecedented growth in activity over the last few years.

Feature: Eagles on Main

In 2020, the City of Aberdeen launched the 'Eagles on Main' Scavenger Hunt to encourage residents and their children to visit our Downtown area. Ten stones with eagles painted on them were placed throughout our downtown area and residents were given clues to find their locations! This initiative both provides wholesome, family-friendly entertainment and promotes downtown businesses by bringing in additional foot traffic.



The COVID-19 pandemic required our residents to isolate themselves from one-another for an extended period. The Eagles on Main Scavenger Hunt was released during this time to give residents an opportunity to stretch their legs and engage their minds in an open-air environment.



In tandem with the release of the scavenger hunt, the City published a kid-friendly video in a comic book style to excite imaginations for the project. In the video, a large, mythical eagle swoops down to two Aberdeen kids and reveals that there are mythical eagle rocks scattered throughout the Downtown area.



VI. Community & Outreach

City Schools

Aberdeen schools, staffed by highly-educated professionals, are among the top-rated schools in Harford County.

2019-2020 Reporting for Adequate Public Facilities

	State Rated Capacity	Actual Enrollment	Utilization (%)
G. Lisby at Hillsdale Elementary School	455 Students	413 Students	91% Capacity
Bakerfield Elementary School	500 Students	427 Students	85% Capacity
Halls Cross Roads Elementary School	552 Students	453 Students	82% Capacity
Aberdeen Middle School	1,624 Students	1,203 Students	74% Capacity
Aberdeen High School	1,720 Students	1,433 Students	83% Capacity

Aberdeen schools are utilized under the State Rated Capacity (SRC) requirements and have plenty of space for expanded services as Aberdeen continues to develop.



Aberdeen Middle School



Aberdeen High School

City Parks and Recreation



In 2014, the City of Aberdeen unveiled its 9/11 Memorial in Festival Park, which features a monument to the two towers and portion of steel from the original structures.



In August 2016, Victory Street Park was destroyed by a devastating fire with damages estimated at \$100K. The City of Aberdeen invested in a complete reconstruction of the park, which included an addition of a 6-disc golf course (\$10K) and a multi-feature dog park.



In 2017, the City of Aberdeen dedicated an APG Memorial as a permanent reminder of the hundred years of contributions and sacrifices made by those who have served at the base.



The Aberdeen Heritage Trust dedicated a \$35K Seth Thomas Clock outside City Hall to citizens.



The City of Aberdeen installed an Eagle in Flight at Festival Park in October 2018 at a cost of \$9,700



Completed in 2019 for \$110k, Church Green Park features a playground & fitness equipment.



In 2019, the City of Aberdeen commissioned an artist to paint the bollards at Festival Park.

Community Events

2019 Community Events By the Numbers

104

Events Hosted In Aberdeen

41

Hosted by the City of Aberdeen

63

Hosted by the Community

Aberdeen residents love getting together to celebrate, educate or just spend time with one another. While a number of these events were organized or facilitated by city staff, many were created by inspired residents who wished to give back to our community! Below you will find an assortment of our favorite events that took place in Aberdeen in 2019!



Defense Contractor Hiring Event



Entrepreneur Expo



Earth Day 2019



Junk in the Trunk



ThinkPink 5K



Veterans Day Ceremony



Christmas Street Parade



Christmas Around the World

Feature: Aberdeen Farmers Market

The Aberdeen Farmers Market is a weekly, community-driven event at Aberdeen Festival Park in which residents can shop local vendors for fresh produce, baked goods, local wines, honey, handmade crafts and more. This event is designed to enhance our community by bringing neighbors together in a family-friendly atmosphere, supporting local businesses by giving them a venue to sell their product, and enhancing the Aberdeen downtown by driving residents to the area.

2019 Farmers Market By the Numbers

15-20

Average Number of
Local Vendors per
week at the Market

17

Scheduled Market
Days (Two Cancelled
Due to Weather)

8

Themed markets with
unique entertainment
and activities.

\$7,500.00

Grant money received for the 2020 Aberdeen Farmers Market Season
from the Harford County Department of Agriculture.

This grant covers 80-85% of purchases with the City of Aberdeen covering the remainder. This budget allows for funding of specialized giveaways (branded tote bags, toys, etc.), entertainment (moon bounces, live music, etc.) and other expenses (marketing materials, etc.).



The Aberdeen Farmers Market is in its fourth year of operation and has become a wonderful way to bring community back to the heart of Downtown Aberdeen. We continue to explore all possible avenues for improving the market in 2020. Our hope is that, by continuing to provide a venue for local vendors to engage with our residents, the Aberdeen Farmers Market will become a mainstay in the hearts and minds of our residents for years to come.

Feature: Community Blood Drives



~25 pints

Average Amount of Useable Blood Donated per Drive

According to the American Red Cross, one donation can potentially save three lives. From the 30-person turnout of the donation held January 2020, almost 90 people could be saved from the donations!

The City of Aberdeen frequently partners with the American Red Cross to host a Community Blood Drive utilizing Aberdeen City Hall. Of the three most recent drives hosted since 2018, about 75 pints of blood was donated. Turnout always exceeds expectations, with many scheduled donors and by accepting walk in donors. Of the blood drives held by the City of Aberdeen, most donors are city employees.



With numerous successful blood drives under our belt, the City of Aberdeen continues to save lives with generous invaluable donations.

Community Engagement

The City of Aberdeen has many ways to communicate to its residents, but none so robust or far-reaching as its Facebook pages. Facebook functions as a direct citizen engagement tool for residents to ask questions and follow up with City Hall. Many residents first turn to Facebook before the telephone, email or face-to-face contact when they have an issue that needs to be resolved. Many concerns, such as trash pickup, bill pay, or event information can be answered quickly and efficiently. The Aberdeen Facebook page is also a hub of information, including one of the most comprehensive calendars of local events, multiple photo albums of recent activities, and original video content.

2019 Facebook By the Numbers

City of Aberdeen			Aberdeen Police Department			Aberdeen Farmers Market		
1,090 Posts (~3/day)	8,896 Likes (18% inc.)	8,967 Follows (19% inc.)	522 Posts (~1.5/day)	13,866 Likes (11% inc.)	14,086 Follows (12% inc.)	264 Posts (~2/day during season)	834 Likes (116% inc.)	854 Follows (119% inc.)



Video Production in 2019

21

Videos Produced

A major initiative that has been expanded in the last few years is the usage of digital video as a medium for educating, informing, and exciting the public about Aberdeen! We continue to develop and explore this avenue of community engagement and are constantly adjusting to feedback and new ideas.

In addition to our Facebook page, the City of Aberdeen maintains a Twitter, Instagram, and YouTube presence to engage with our residents. These various mediums of engagement ensure that Aberdeen residents always have news and updates readily available and at their fingertips.

Feature: Community Listening Session

In the Spring of 2018, the City of Aberdeen invited residents to the Aberdeen High School for a Community Listening Session. This session, which posed a number of carefully-vetted questions to residents on a variety of quality of life issues, was the first-ever public forum for general community feedback. Attendees were provided with handheld devices that allowed them to provide real time feedback on topics ranging from demographics to transportation and city schools.



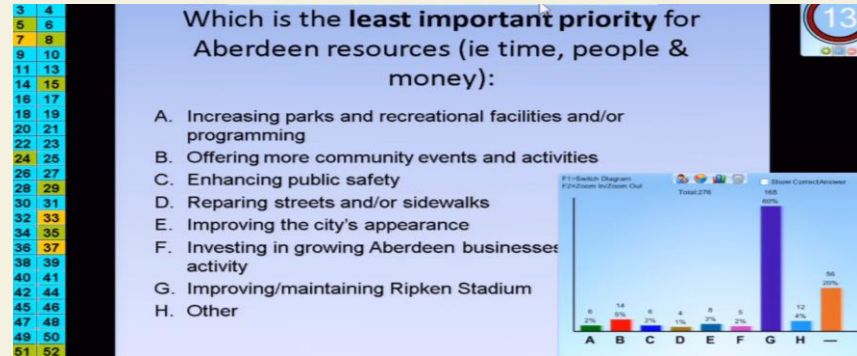
Hundred of residents pack the AHS auditorium, eager for the voices to influence the future of Aberdeen.

Listening Session By the Numbers

50
Number of Questions Posed

282
Number of Participants

In order to incentivize the highest amount of participation (and thus statistical data that reflected the largest possible sampling of Aberdeen), the City partnered with local businesses to provide a variety of prizes, including a flat screen television!



Residents could view the session live virtually and results were made available to the public online in a concise and complete digital format

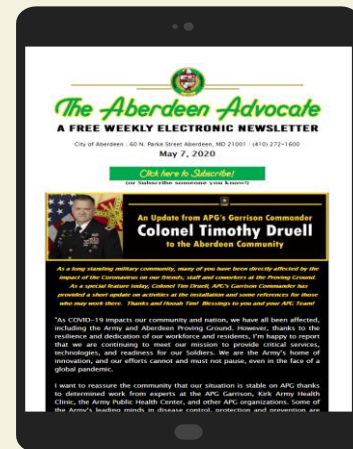
It is vital that a municipality's efforts reflect the general will of the public to which they serve. By sampling the needs of various residents of our City, Aberdeen positioned itself to make budgetary decisions that most-efficiently reflect the will of the people.

The Aberdeen Advocate Newsletter

On October of 2016, the first City of Aberdeen electronic newsletter (ENEWS) was distributed to a mere 55 contacts. Since that time, the Aberdeen Advocate newsletter have become a key source of news and information for our community.

The Aberdeen Advocate By the Numbers

	2016	2017	2018	2019	2020 📌
Contacts	242	491	712	1,218	1,403
Total Editions Sent	11	56	61	67	33



Due to the COVID-19 Pandemic, the Aberdeen Advocate adjusted to a twice-per-week model in order to keep up with the ever-evolving atmosphere of the world around us. This accounts for such a high number of publications in the first five months.

In addition to the electronic newsletter, the City of Aberdeen publishes TWO six-page, hard copy editions of the Aberdeen Advocate, which are distributed by mail to 8,500 residents in Aberdeen and an additional 750 to our neighbors at the Aberdeen Proving Grounds. This densely packed newsletter features six pages of news, information, and events that truly gets at the heart of what makes Aberdeen great. By also utilizing a print format, the Aberdeen Advocate can reach all residents regardless of their ability to use a computer, tablet or cellular phone.





VII. **Coming Attractions: A Look Ahead**

Upper Chesapeake/Merritt Building

In November 2018, the University of Maryland Upper Chesapeake Medical Campus announced their intent to develop a brand-new campus in Aberdeen. In December, UCMC purchased 11.50 acres of land located at 635 McHenry Road off Route 22 near I-95 with the intent to utilize the existing 92,000-square-foot building as part of a larger development to include a freestanding medical facility, full-service 24/7 Emergency Department, medical beds, doctor's offices, laboratories, and mental health facilities.

Upper Chesapeake Aberdeen By the Numbers

\$8,450,000

Cost of 11.50 Acres of Land

\$100,000,000

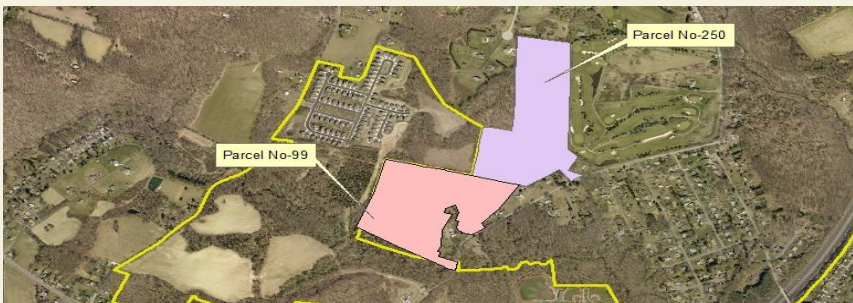
Capital Investments



This upcoming, state of the art facility will usher in a new era of health and wellness in Aberdeen!

Siebert Farm/Adams Property Annexation

First referenced in the 1994 Aberdeen Comprehensive plan, the 80+ acre stretch of land known as Siebert Farm and Adams Property was annexed by the City of Aberdeen on October 11, 2019. This area, meticulously reviewed and studied over 25 years, has been designated for “low and medium-density residential and neighborhood commercial uses”.



Pictured Above: A map of the Siebert Farm (99) and Adams Property (250), situated in the western region of Aberdeen off Gilbert Road.

Aberdeen must experience growth and prosperity to increase property values and positive economic development. This is a reasonable approach to growth and provided for in our adopted Comprehensive Plan to expand our corporate limits.

Proposed Development By the Numbers

455
Dwelling Units

56
Villas

322
Apartments

28
Rental Townhomes

39
Single Family Homes

Amenities include swimming pool, walking trails, and play area.



Pictured Above: Conceptual design suggesting a mix of residential uses with amenities while preserving areas of open green space.

Franklin Street Mixed Use Development

In Early 2020, the Aberdeen City Council approved the sale of three plots of land on Franklin Street to Horne Concrete Construction. This land, located across City Hall and Festival Park, was purchased with the intent to develop the space into a three-story, mixed use development with commercial and retail space on the bottom floor and residential space on the upper levels. In addition to the mixed-use development, the contract of sale calls for additional improvements to Aberdeen Festival Park.



Pictured Above: The three plots of land (11, 15, and 19 Franklin Street). Note that the City intends to relocate the newly built gazebo.

The mixed-use development on Franklin Street, anticipated to be completed within three years, will bring new businesses and residents to our downtown area. As one of the first major construction efforts in our downtown area, Franklin Street will be a signal beacon to other investors that Aberdeen's downtown area is prime real estate for redevelopment.

Franklin Street Development By the Numbers

\$3,000,000

Estimated Construction Costs of Development

4,000

Square Ft of Commercial & Retail Space

24

1-3 Bedroom Upper Floor Apartments



Pictured Above: Conceptual rendering of possible mixed-use development.

The Edge at Middleton

In 2020, the City of Aberdeen approved Frederick Ward Associates proposed three-lot consolidation of parcels along Middleton and Beards Hill Roads. This new single lot, located behind the Beards Hill Shopping Plaza, spans approximately 9.40 acres of land that will be repurposed for the construction of a multi-family apartment complex known as “The Edge at Middleton”.

Proposed Development By the Numbers

237
Apartment Units

87
One-Bedroom Units

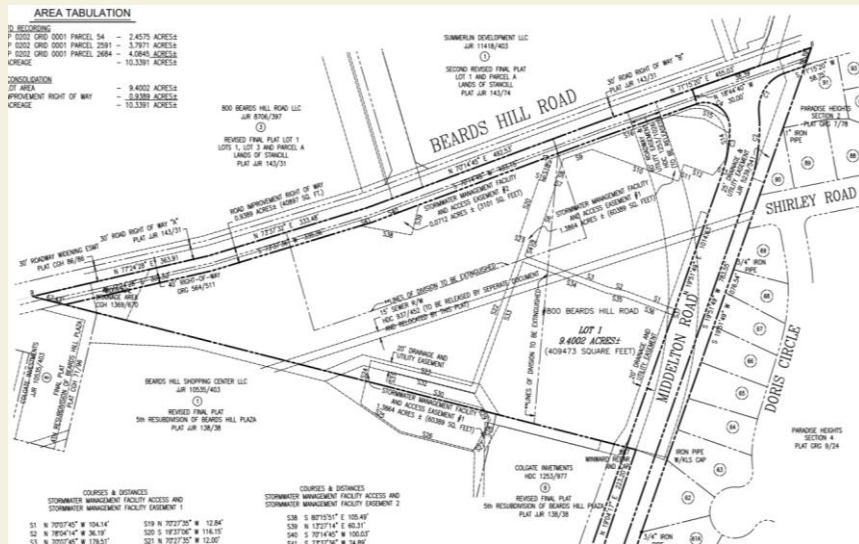
137
Two-Bedroom Units

13
Three-Bedroom Units

Amenities include swimming pool with club house, dog park, and parking garage

In addition to the apartment complexes, the Edge at Middleton will require various easement and road right of way construction.

The extension of Middleton Road, which was completed in 2019, has allowed for further development of the surrounding areas. In addition to this new apartment complex, the region is prepared to support further growth and business development and the resulting higher volumes of traffic.



Pictured Above: The Final Plat for the Edge at Middleton, recommended by the Planning Commission on June 10, 2020 and later approved by the Aberdeen City Council on June 22, 2020.

Aberdeen Logistics Center

Owned by the Northwestern Mutual Life Insurance Company, the Aberdeen Logistics Center, located on 727 Old Philadelphia Road, is a sprawling, 500,625 square foot Class A Cross Dock Distribution Center. Estimated to bring 100 jobs to the City of Aberdeen, the Logistics Center is nearly complete with ample available space!

Logistics Center By the Numbers

\$4,195,000

Land Value

\$23,682,000

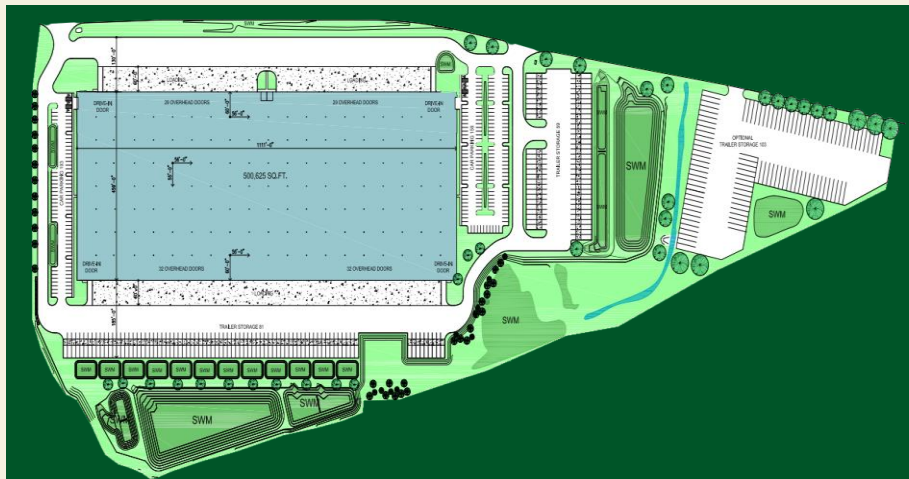
Building Value

100

Estimated Number of New Jobs to Aberdeen



Pictured Above: Construction photograph of the Aberdeen Logistics Center Building, located off of Old Philadelphia Road.



Pictured Above: Aerial perspective of the completed Aberdeen Logistics Center.

The growth of Aberdeen's economy depends on businesses investing in our City. This facility, capable of providing a hundred jobs to Aberdeen residents, will bring contribute towards the continued prosperity of this city and its residents.

Mitchell Estate/Aberdeen Activity Center

As the only municipality in Harford County without a county-funded Activity Center, Aberdeen has long awaited the original 2009 design money from the Harford County budget to be approved. In late 2019, Aberdeen poised itself to make this long-need facility a reality by purchasing the Mitchell Estate, a 13-acre plot of land located at 684 West Bel Air Avenue. Simultaneously, the Aberdeen City Council and Staff, with the help of a mobilized citizenry, urged the County to include the funds to build the facility in the Fiscal Year 2021 Budget.

Proposed County Funding By the Numbers

\$500,000

Design of the Facility

\$8,000,000

Construction of the Facility

\$500,000

Buildout (Furnitures, Chairs, Etc.)

Despite positive strides made between the City of Aberdeen and the Harford County Government to provide funding for the new Activity Center, both amendments to the FY2021 County Budget to fund the facility were pulled in order to balance the budgetary needs of a post COVID-19 world.



Pictured Above: The Mitchell Estate, located at 684 West Bel Air Avenue, waiting to be transformed into an Activity Center.

Havre de Grace Water Agreement

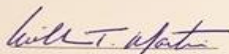
In the Summer of 2020, after multiple years of negotiations, the City of Aberdeen reached a historic agreement to purchase water from its neighboring City of Havre de Grace. Over the next few years, the connecting pipeline will be built along Route 40, with each city paying for the construction up to their connecting borders. Aberdeen will continue to produce its own water and purchase some from Harford County.



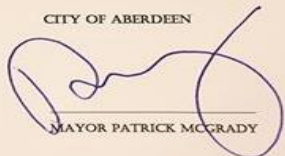
Pictured Above: Aberdeen's Mayor Patrick McGrady and HdG's Mayor William Martin with members of both Councils

Pictured Below: The landmark Water Purchase Agreement is signed on June 25, 2020.

CITY OF HAVRE DE GRACE


MAYOR WILLIAM T. MARTIN

CITY OF ABERDEEN


MAYOR PATRICK MCGRADY

Water Agreement By the Numbers

\$4

Cost per 1,000 Gallons of Water Purchased

500,000

Gallons of Water Purchased Daily

Note that the purchase rates will decrease if Aberdeen requires additional water. After the first 500,000 gallons is purchased, Aberdeen's rate will decrease to \$3.90 for the next 50,000 gallons, then \$3.80 (50,000 gallons), then lock in at \$3.70 per thousand.

\$150,000 – \$200,000

Estimated Savings Per Year due to this Agreement

Harford County water rates were set to rise due to COVID-19, which accelerated negotiations for the Havre de Grace Water purchase.

This agreement will provide safe and clean drinking water to the Citizens of Aberdeen at a static rate for the next twenty years. This partnership between municipalities is a prime example of what two governmental bodies can accomplish for the collective good of their constituents.

To Our Residents and Community Leaders

Thank You!

Your dedication and support to this great City has created a thriving community to live, work and play!



Visit us at

www.AberdeenMD.gov

For the Latest News and Updates!

